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REPORT OF STATE 4-H CLUB LEADERS IN ATTENDANCE AT THE
OUTLOOK CONFERENCE, WASHINGTON, D. C.*

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This is the second year in which State 4-H Club leaders have attended the Outlook Conference held in Washington, D. C. The States represented were Connecticut, Illinois, Maryland, Massachusetts, and Virginia.

The purpose of having club leaders attend this conference was to give them a clearer understanding of the ways in which the 4-H Club Program in the States could most effectively use the outlook information in 1944. In view of the increased emphasis being placed on those 4-H Club projects that will contribute most abundantly to the war emergency program, it seems highly important that State 4-H Club leaders should become thoroughly acquainted with trends in agriculture and homemaking in 1944 in order to know where the emphasis on food production and conservation should be placed.

It is, therefore, recommended that a selected group of State 4-H Club leaders, possibly one or two from each region, be permitted to attend the Annual Outlook Conference each year in order to hear the discussions and to keep better informed on the current agricultural situation throughout the Nation. Much of the agricultural situation as revealed by the 1943 Outlook Conference should have most important values in shaping the 1944 4-H Club Program.

Outlook information revealing trends in agriculture and home-making for 1943 has been most helpful to State club leaders in developing club programs for the current year.

The 4-H Club Program for 1944 should be continued in the same general direction as that followed in 1943. Increased emphasis should be placed, of course, on such food production and conservation projects and other activities as are pertinent to the war effort. The object of

* This report is made at the request of the Committee of State Club Leaders.

this continued emphasis is to help produce those foods essential to the war effort and to give 4-H Club members the fullest opportunity to contribute to the winning of the war. Directed to this goal, the most determined and courageous efforts should be made to reach as many rural young people as possible -- to make them thoroughly conscious of the war needs and desirous of making worth-while contributions to these needs. Projects should be as flexible as needs demand in order to meet particular situations. A club member might assume responsibility for a worth-while piece of farm work or of home work to relieve their parents so that the latter could devote their time to other farm or home activities. Such a project might consist of taking over the farm poultry flock, the dairy herd, the home garden or in making needed home repairs, etc.

As a guide in deciding on which projects 4-H Club members should carry, there is no better criteria to follow than the forecasts developed at the recent Outlook Conference. The crop goals for 1944 will be about 16,000,000 acres more than the 1943 acreage. The goals will call for 2 percent increase in milk and egg production, but only 96 percent as many chickens, 83 percent as many hogs, 95 percent as many cattle and calves, 96 percent as many beef cows, and 98 percent as many sheep and lambs. The War Food Administration has asked for a 19 percent increase in soybeans, 23 percent more peanuts, 67 percent more flax, and 1 percent more cotton. The sugar beet goal is to be increased one-third and sugarcane by 5 percent. The production of Irish potatoes is to be increased by 2 percent, sweetpotatoes by 14 percent, with from 5 to 11 percent increase in vegetables according to varieties.

The organization for 4-H Club work should be strengthened. All counties and communities should be delineated or broken down into neighborhoods with neighborhood leaders selected and trained for the work they are to do. By this means only will it be possible to reach all farm families to get the maximum club enrollment. During these busy times, proper coordination of all activities is more essential than ever to carry out an effective 4-H Club program. This coordination must start with the State leadership and extend down to the counties, through the communities and neighborhoods to the last farm family. To meet these larger responsibilities with increased numbers in 4-H Club work, there will need to be more and better trained local leaders. There are many important things, in wartime especially, that need to be impressed upon the minds of 4-H Club members by State, county, community, and neighborhood leaders.

Important factors to consider in planning the 1944 club program based on the 1943 agriculture forecast are:

A. Food production.

1. National 1944 goal set by War Food Administration 380,000,000 acres of food crops, an increase of 16,000,000 acres over 1943.
2. Increase the number and productivity of Victory Gardens.
3. Victory Garden goal set at 22,000,000 in 1944; 2,000,000 over 1943.

4. Food needs demand maximum effort.
5. Organize and plan now for 1944 food production.
6. Adequate supply of seed available; -- obtain an early supply.
7. Produce, conserve, and store all the food possible for home use and war needs.
8. Eat the proper food and keep well.
9. Learn the kinds of foods in which increases or decreases are recommended.
10. Learn the amount of food needed to feed a fighter. If possible, encourage 4-H members to raise enough food to feed a fighter.
11. Keep informed on the fertilizer situation.
12. Keep informed on trends in food production needs.

B. Food marketing and distribution.

1. Food marketing and distribution are as important as food production.
2. Projects in marketing might include:
 - a. Grading and backing of fruits and vegetables.
 - b. Efficient assembly of farm products at points for shipment.
 - c. A survey of storage and grade losses in the community and ways of limiting losses.
 - d. Local market premiums for quality products.
 - e. Trips to nearby grain elevators, flour mills, or oil processing plants to study market demands for quantity and quality products.
 - f. Study of harvesting methods to insure best quality.

C. Farm labor.

1. Farm labor is a problem. Plan 1944 projects to achieve the maximum food and fiber per unit of labor.
2. Have fewer projects, but large enough to permit the best use of time and facilities devoted to the projects.
3. When possible have 5 calves instead of 1 calf; 200 chickens instead of 25 chickens, etc.

4. Encourage members to help more than ever with farm and home work.
5. Recommend short cuts to conserve labor and expense in doing jobs.
6. Learn how to demonstrate improved methods of doing jobs in accordance with simplified practices.
7. Help-out with labor situation on neighborhood farms to relieve labor shortage.
8. Work in close cooperation with parents in planning farm and home work.
9. Analyze every operation from the standpoint of labor requirements.
10. Assume larger responsibilities for worth-while farm and home enterprises to relieve parents.
11. Learn how to become motion minded through new methods and techniques to expedite getting jobs done.

D. Farm equipment and supplies.

1. Develop awareness of the importance of tools and supplies essential to successful production.
2. Conserve and repair essential farm and home equipment.
3. Salvage and repair all usable second-hand wooden containers.
4. Store equipment, containers including bags in dry places to prevent damage by weather.

E. Farm records, business methods.

1. Learn how to keep farm and home records.
2. Learn how to make out income tax returns.
3. Give attention to improved business methods on the farm and in the home.
4. Develop importance of reliable farm records over a few years as the soundest basis for extending farm credit.
5. See that records are made as simple as possible and include only the essentials.
6. Have reports on projects include accomplishments and contributions to the war effort.

F. Savings, War Bonds, Inflation.

1. 4-H Club members should practice thrift and be patriotic by purchasing war bonds.
2. War bonds help to (1) finance the war; (2) hold prices down; (3) encourage savings; (4) provide funds for additional education; (5) get started in farming; and (6) equip a home.
3. Make the best use of money to increase essential production.
4. Before obtaining a loan, carefully see that the member consider these three factors: (1) will the loan increase the profit and (2) how will the loan be repaid; (3) the responsibility accompanying every loan. The third factor may be the first step in establishing credit in the business world.
5. Club members should be informed about the meaning of inflation and ways of controlling it.

G. Other factors.

1. Take active part in all activities connected with the war effort.
2. Help to keep up the home morale.
3. Help to prevent farm and home accidents.
4. Help to prevent and control forest fires.
5. Buy only what is absolutely necessary. Learn to save.
6. Help to establish family solidarity by means of father-son or mother-daughter partnership.
7. Learn how to buy wisely.
8. Contribute to family health by attention to sanitation in and around the home.
9. Help local leaders to lead their 4-H Clubs.
10. Assist neighborhood leaders in reaching farm families on war activities.

4-H Club work faces the greatest opportunity as well as a supreme challenge in its history, but it will meet the challenge. 1944 will demand efficient local leadership to help direct 4-H Clubs. Every community and neighborhood should be organized with leaders selected and trained to reach every farm family. To do this will require the fullest cooperation of all workers.

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